



Attorney's Docket No. 2964P020

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application for:

**Edward Patrick et al.**

Serial No. 10/737,072

Filed: 12/15/2003

For: METHOD AND APPARATUS FOR  
AUTOMATICALLY PERFORMING AN  
ONLINE CONTENT DISTRIBUTION  
CAMPAIGN

Examiner: Linh Black

Art Unit: 2163

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO OFFICE ACTION**

In response to the Office Action mailed July 3, 2006, in connection with the above referenced patent application, Applicants respectfully request reconsideration in view of the following remarks and amendments. Claim 32 is amended. Claims 38-45 are added.

Accordingly, claims 1-6 and 32-45 remain pending in the application.